



GUIA *mazatlán*

MEDIA KIT 2022



Mazatlán's
Pacific Pearl
www.mazatlanpacificpearl.com

editorial CONCEPT



*From 1/8 size ad

Free Banner

When you advertise in the **Guía Mazatlán***, you get a Free Ad Banner inside our website that redirects our readers to your Business Website or Facebook Page.

Pacific Pearl Online

Free access to the **PRIVATE FACEBOOK GROUP /PacificPearlOnline** where you can post.

Free Map:

When you advertise in the **Guía Mazatlán**, the name, phone and a locator point of your business would be on the map inside the paper for **free**.

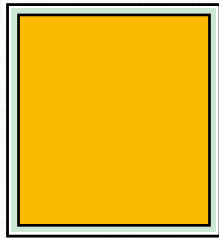


Once a Year Spanish edition in semi-tabloid format in full color on printing paper.

The Guía Mazatlán special spanish edition is focused on the national tourism that visits Mazatlan during the summer holiday season.

- Full-color semi-tabloid format, with a publication of two and a half months.
- Essential information such as emergency telephones.
- Hotel Directory.
- Map of Mazatlan.
- Information about the city.
- Tide Chart.
- Tourist advice.

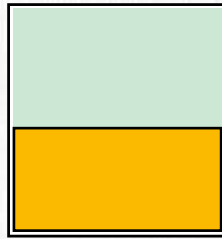
advertising sizes (width x height)



FULL PAGE

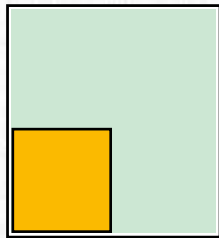
Final Page: 27.2 cm x 28.58 cm

Ad: 26 cm x 27.38 cm



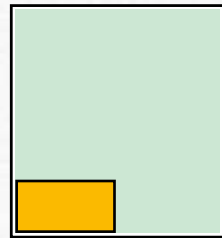
1/2 HORIZONTAL

26 cm x 12.95 cm



1/4 STANDARD

12.75 cm x 12.95 cm



1/8 HORIZONTAL

12.75 cm x 6.22 cm

For advertising specs guide contact your advertisement manager.



MazatlanPacificPearl.com WEBSITE

Through our Digital interactive E-Newspaper version, Mazatlán's Pacific Pearl connect our worldwide readers to our advertisers, presenting this way unparalleled advertising opportunities for businesses.

E-Newspaper

Digital replica of our Guía Mazatlán printed edition. Experience the same quality optimized across all devices.



Digital Ads

Each ad redirects our website readers to your Business Website or Facebook page.



79%
of respondents said

3.12 min
average time spent on
mazatlanpacificpearl.com
per section



1.6

MILLION MONTHLY AVERAGE VISITORS
OF MAZATLANPACIFICPEARL.COM

350,000

MONTHLY PAGEVIEWS ONLINE



29

YEARS PROMOTING MAZATLÁN
TO THE NATIONAL AND INTERNATIONAL
TOURISTS



+100*

DISTRIBUTION POINTS
AROUND MAZATLÁN

**The distribution points may change
without prior notice,
and depending on the season.*

contact ADVERTISING



PUBLISHER /EDITOR

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For contracting or advertising quotes contact:

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